

# CULTIVATING, CONNECTING + **ACTIVATING** THE JEEP® BRAND

2020 PROGRAM TO OPTIMIZE, ENERGIZE + SELL FOR GREATER MARKETPLACE EFFECTIVENESS







WHAT WE'RE

# ADDRESSING...

- Trucks +3% / Jeep -5.4% (January – October '19)
- Gladiator 2019: short of expectations?
- 2020CY market challenges



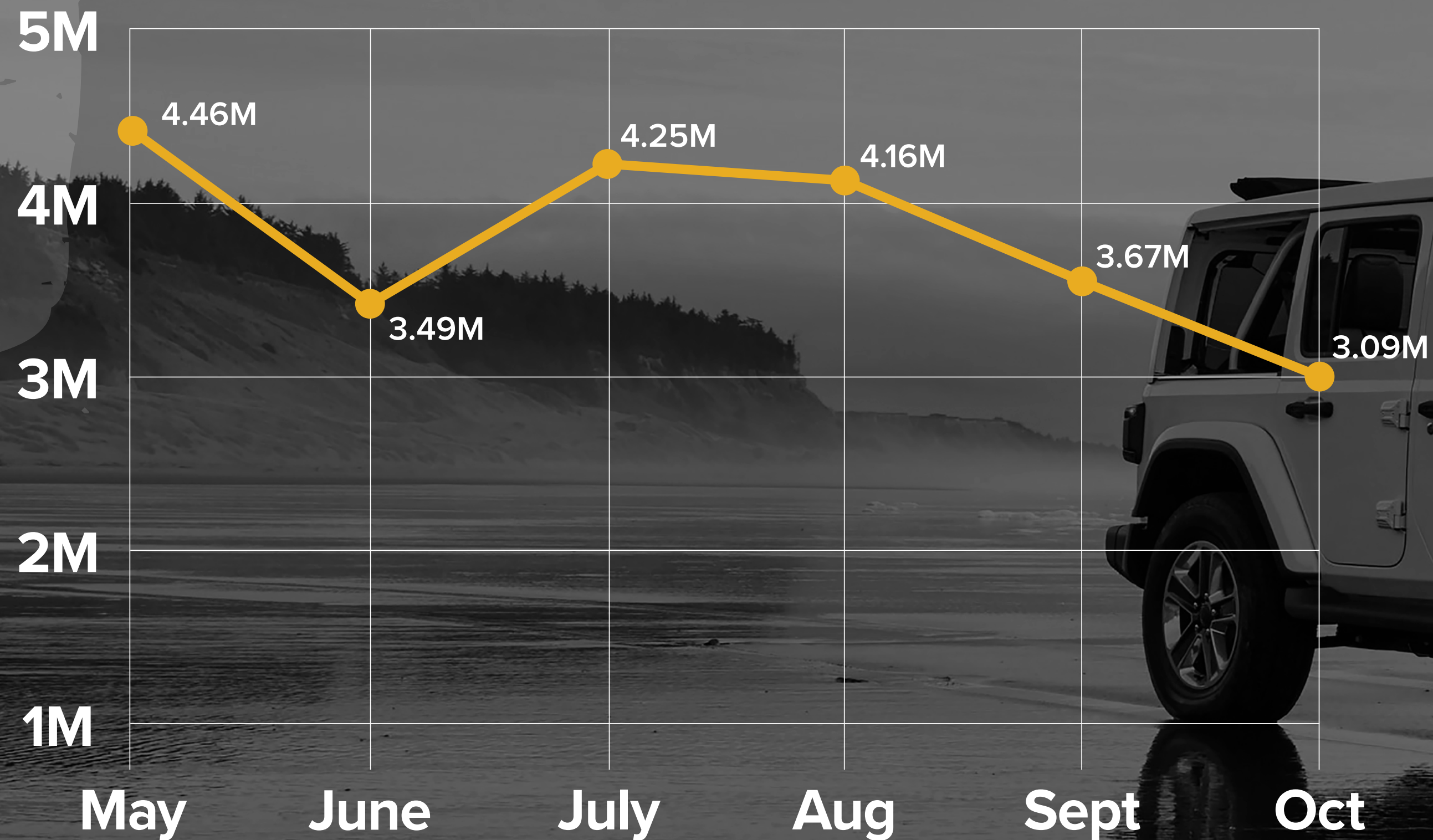
instagram



# JEEP.COM

# JEEP LIFE

## ROOM FOR IMPROVEMENT



Decals.....

BOH.....

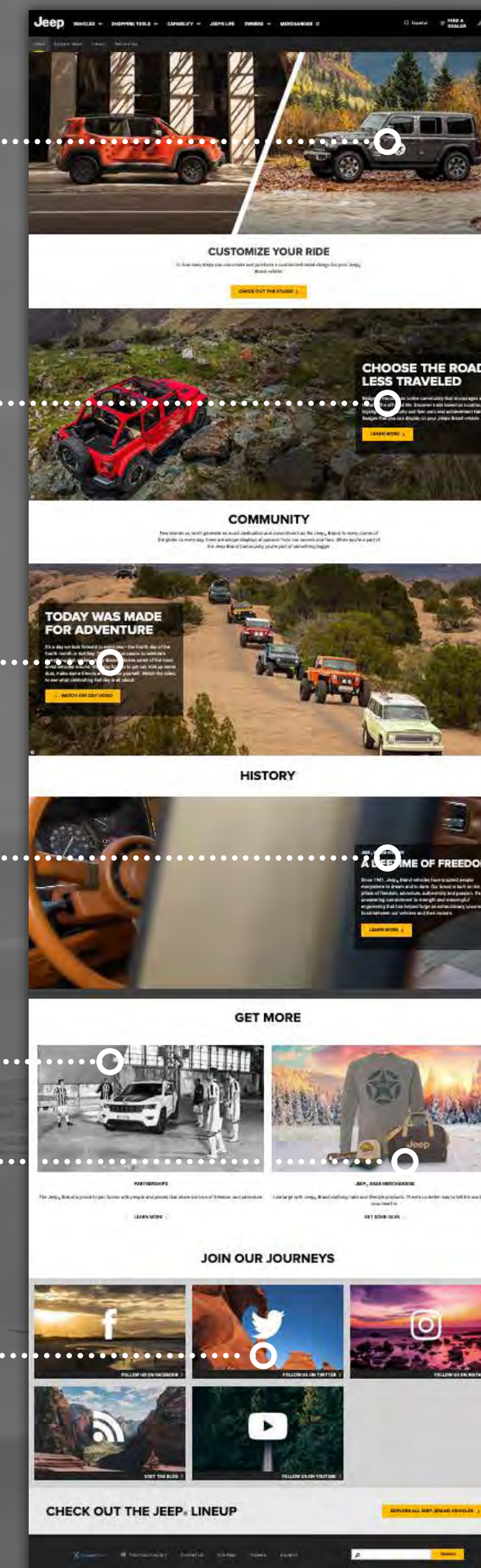
2017 4x4 Day.....

History.....  
(last updated 2016)

Partnerships.....  
(static info)

Merchandise.....

Social Feeds.....  
(blog - last entry 2018)







- **There is a proper destination that satisfies the market's desires and needs at the speed we demand information today?**

- At a moment's notice that site properly links to, produces and publishes content that supports:
  - Sales initiatives
  - Product news & messages
  - Relevant brand messaging



# Introducing **PLANET JEEP®**

- Fresh
- Dynamic
- Action-oriented
- Linked. Live. Updated.





# OWN THE BRAND

## PILLARS

13

### MILITARY / VETERANS



- Continuation of Gladiator XMT new news.
- Monthly features on Jeep, and Jeep, club activities that support veteran's organizations.
- Continually showcase veterans and drivability.
- Ensure linking strategy for all military-themed/tribute editions and news.

### OWN OVERLANDING



- Feature the best of the best.
- Drew Simms is overlanding the US. Dan Grec did a three year circuit around Africa. Expedition Earth will explore all seven continents.
- Feature Jeep, Jamboree USA's new overlanding trips
- Introduce "Rock-landing" with enthusiast profiles/build stories.

### PARTNERSHIPS TAKEN TO ELEVEN



- Create linking strategy between site and action sport YouTube videos.
- Aggregate and organize current action sports YouTube stories.
- Ensure content support for Jeep, brand international ambitions: WSL worldwide competitions and 2020 Olympics surfing competition.
- Create original action sports content where necessary to remain relevant and fresh.

### ANIMAL KINGDOM



- Share stories and images of Jeep, owners who wheel, overland and rockland with their pets.
- Profile military, first responder, service and other working dogs / owners / trainers.
- Highlight Jeep, safety features, available equipment/accessories to keep your pet safe and best practices for wheeling with Fido.
- Feature Jeep, club fundraisers for animal rescues, shelters and foster organizations.



# STEADY **DRUM BEAT** OF NEW NEWS

# **BLUNT** COMPETITORS

15



- Go beyond the press release with a steady cadence of content building on news stories.
- Amplify product news and vehicle developments such as EcoDiesel Wrangler, special Freedom Edition, Gladiator XMT, Drivability, etc.
- Create continual coverage of new product launch – curated articles, features, etc.
- Go deeper, unlocking the inside stories enthusiasts want to hear.



- Community Comes Standard – Engage differentiator with content on Jeep® gatherings/JJ USA, clubs, and culture.
- Built to be Purpose Built – Features on the ease of modification for creating purpose-built vehicles – emphasizing why Jeep® is so popular among wrenchers.
- The Original Off-Road, Open Air Vehicle – Highlight military roots, features on owners that own an original Willys or CJ and a new model, and classic car enthusiast content around early models.





JEEP® LIFE LACKS...

REAL LIFE!



A\_matter\_of\_style\_offroad: 48.9k



Iamjake: 142k



Juve1897girl: 27.1k



Wayalife: 91k



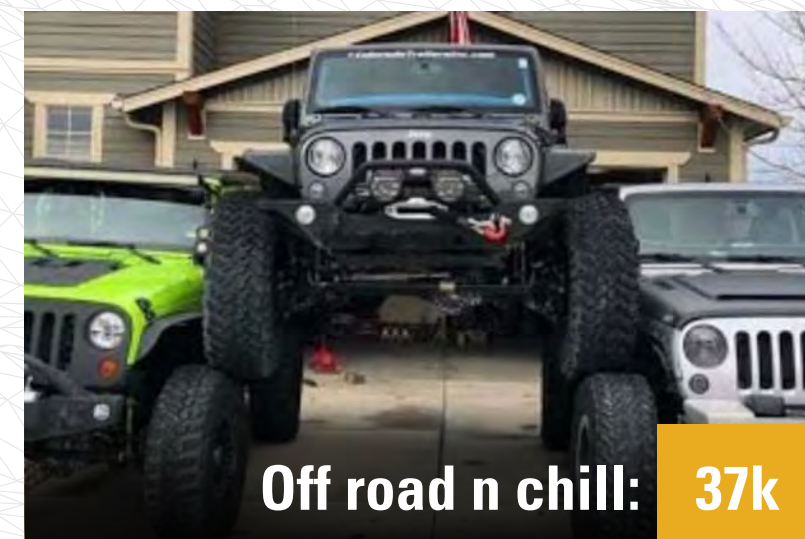
Jeepsrt8nation: 20.2k



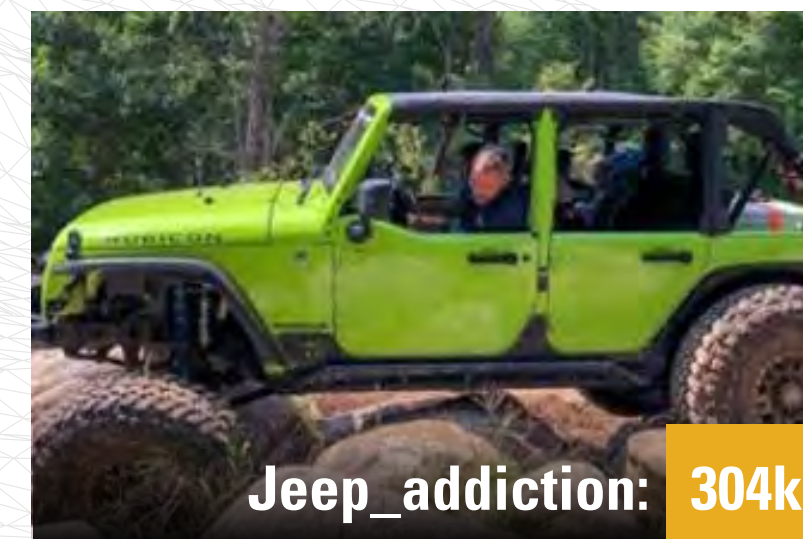
Jeeparmyusa: 11k



Jeeps\_only: 404k



Off road n chill: 37k



Jeep\_addiction: 304k



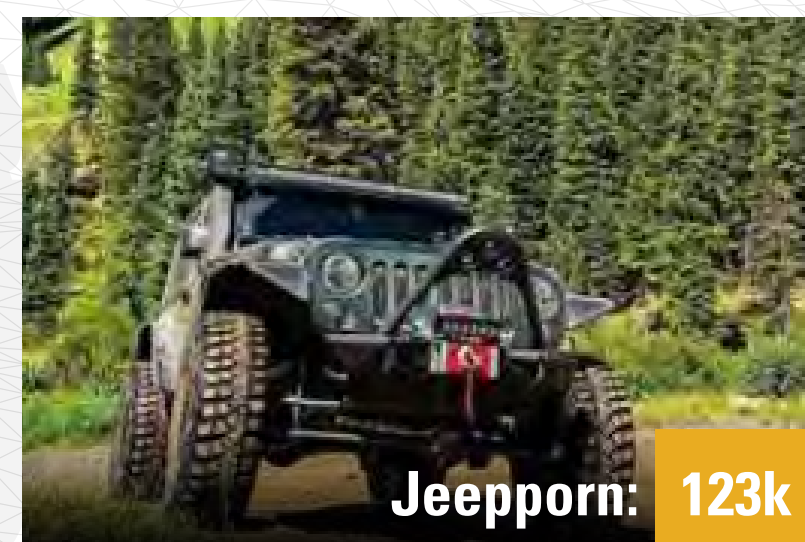
Lite brite: 47k



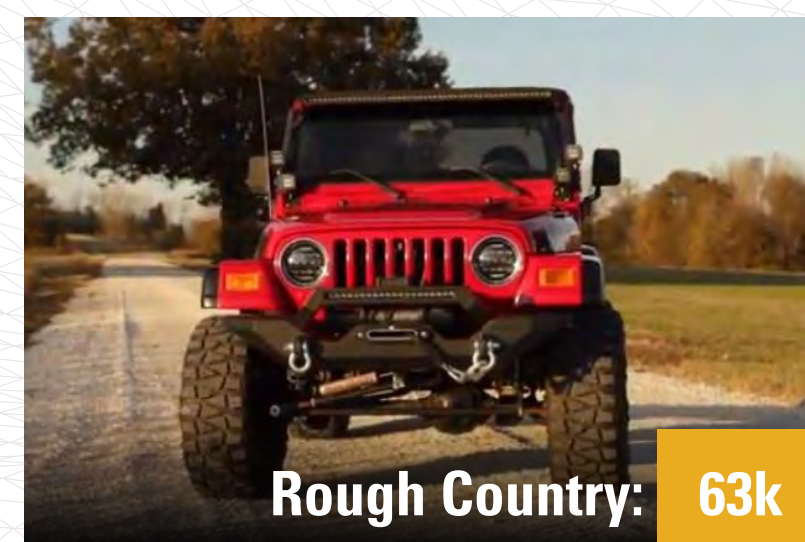
Whipped\_jeep: 16.8k



TrailRecon: 142k



Jeeporn: 123k



Rough Country: 63k



Jeepwranglers4life: 190k



Bestoffroad: 289k



Offroadxnation: 124k



jeephero: 29.8k



# WEARING THE BRAND

Give fans more of what they want



Anticipate site will increase total traffic to Helm site by

and drive 10% of referral traffic

60%





# CONTENT CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
MILITARY / DUTY	Meet Tana McClean a Navy Vet, a Nurse, a Search and Rescue Expert and the Owner of the Pink-Camo Wrapped Jeep® Wrangler Named Dirt Road Diva	Oscar Mike Stands for On the Move <i>(Disabled veterans who are on the move in modified Jeep® vehicles, highlight mobility.)</i>	Our Sincere Thanks – Jeep® and Jeep® Wrangler Freedom Edition Owners Support Veterans <i>(Profiles of orgs supported by Freedom Edition donations.)</i>	The Freedom Edition's Salute to our History Includes a Throwback to Military Jeep® 4x4s <i>(Pictures/explanation of data plate.)</i>	The DNA of a Hero – What the Modern Wrangler Inherited from the Willys	World Surf League Invites One More Wave to Give Veterans a Surfing Adventure	Taking Care of the Troops <i>(Jeep®/USO Partnership and activities it supports.)</i>	Estrella War Bird Museum Houses a Military Jeep® Collection Donated by a Witness to WWII	Off-road Therapy – Four-Wheel Healing <i>(About vets who wheel and what off-road therapy is)</i>	Wheeling for our Warriors <i>(Reader submitted Jeep® Club events to support veteran's orgs.)</i>	Jeep® Gladiator to Gladiator Contest	An Honor to Serve <i>(Interviews with members of engineering and/or design teams that are veterans)</i>
OVERLANDING	Overlanding 101: This is Your Year to Get Out There <i>(What it is, where you can do it, what you need – How to sign up for a JJ USA overlanding trip)</i>	Building an Off-Road Ready Home Away From Home <i>(Overland Rig build story/profile)</i>	Follow Expedition Earth as They Hit All Seven Continents in Their Jeep® Wrangler	Easter Jeep® Safari – With Hotel Prices Higher Than the Top of the World, These Overlanders are Ready for EJS	Overland Expo West – Our Favorite Jeep® Overland Rigs and the People Who are Out There Doing it!	Wouldn't Your Overland Rig Look Even Cooler with BOH Badges all over it – a Logistics Expert Tells You How to Hit 'Em All.	When it's Hot in the Lower 48, Head to Alaska's Dalton Highway for Cool Overlanding and Hot Northern Lights	Overlanding with 200 Friends - Jeep® Jamboree USA's Beartooth Adventure in Cody, Wyoming	Just like the Pioneers, Only in Jeep 4x4s – Join Jeep® Jamboree USA for Their Emigrant Trail Overland Adventure	Overland Expo East – How do You Dress Your Overlander for Halloween? <i>(Top Ten Mods)</i>	Overlanding Inside? SEMA Show Features Overlanding Show Area (Not to Mention All the Great Jeep® Gladiator Overlanding Builds!)	Sorry, These Top Ten Overlanding Gifts Won't Fit in Your Stocking
ACTION SPORTS	Jeep® Wrangler X Challenge – Head to Aspen for Gnarly Obstacles and a World-Class Demonstration of Pedal Finesse <i>(Link to Video)</i>	Malia Manuel, World Surf League and Jeep® Help The Hawaii Community Foundation Make a Wave in Their Community <i>(Link to Video)</i>	Spring Skiing, Music and Wheeling in the Snow at the Jackson Hole Rendezvous!	Our World Surf League Partners are Helping Us Make a Wave with Filipe Toledo <i>(Link to Video)</i>	Our World Surf League Partners are Helping Us Make a Wave with Filipe Toledo <i>(Link to Video)</i>	Our World Surf League Partners are Helping Us Make a Wave with Filipe Toledo <i>(Link to Video)</i>	Hanging Ten at the 2020 Olympics – Jeep Ambassador Jordy Smith Heads to Tokyo	Girl Guides Australia Goes Wheeling with Nikki Van Dijk Courtesy of Jeep and World Surf League <i>(Link to Video)</i>	We Love Juventus, on the Field, off the Field, in any Language! <i>(Link to Video)</i>	Like Being There – A 360 Surfing Journey with Malia and Jordy <i>(Link to Video)</i>	Giving Thanks for Partners Who Help Us Give Back – Jordy Smith Makes a Wave for Surfers Not Street Children <i>(Link to Video)</i>	It's Always Summer Somewhere – Take a Local's Tour of Huntington Beach with Malia Manuel <i>(Link to Video)</i>
ANIMAL KINGDOM	Jeep® is a Dog's Best Friend: Ocean City Jeep Club Supports Shelter	4W X 4 Legs: Meet the Snow Dog Vloggers	Our Four Legged Heroes <i>(Military dogs, training and deployment, with gallery of military dogs in Jeep® vehicles)</i>	Keeping it Clean on Earth Day and Every Day - Jeep®'s Green Initiatives	Jeep is a Dog's Best Friend: Jeep® Rally Helps Shelter Waive Adoption Fees	Four-Legged Patients and Six Jeep Grand Wagoneers, the Endless Mountains Veterinary Center	Colby Morita Raises Puppies for Service Training: Of Course, He and His Pups Travel by Jeep® Wrangler	Jeep® Jamboree's Experts Tell You How a 4,000 Pound 4x4 Can Tread Lightly <i>(Tread Lightly and how expert off-roaders take care of the lands and trails they ride)</i>	2019 Jeep® Wrangler Named to Autotrader's List of 10 Best Cars for Dog Lovers	Tips from Top Vets on How to Keep Your Pet Safe on the Road and Off (Plus Mopar Gear to Help)	Thanks for the Memories! <i>(Gallery of historical images of all Jeep® models with dogs)</i>	Access Fund: Partnering with Jeep® to Protect Public Lands for Us and Our Descendants

## KEEP STORIES ALIVE

**Sample news story: Jeep introduces tribute to the U.S. Military**

**Continue story life cycle with:**

- Oscar Mike – On the Move – Disabled veterans who are on the move in modified Jeep® vehicles, highlight mobility.
- First over the Line - Profile first person to take delivery – focusing on what motivated them to buy a military tribute vehicle and what features they like.
- A Fit Tribute - Walk around video with Mark Allen, see design drawings, engineering specs.
- An Honor to Serve - If member of engineering or design team is veteran, do video interview.
- Our Sincere Thanks - Articles about the charities supported by Freedom Edition donations.
- Many Heroes - Series on veterans of each US conflict who drive Jeep vehicles.
- A Salute to our History – Freedom edition carries data plate like military Jeep® 4x4s – work with Brandt Rosenbusch to do a gallery of those vehicles and their data plates.
- Taking Care of the Troops - USO Partnership – If USO gets FCA Jeep vehicles as part of partnership, cover an event (or series of events) on bases.





BETTER **CONNECT**  
ALL ACTIVITY TO  
THE JEEP® BRAND

**10<sup>x</sup>**  
HARDER

All media and messages are hard-linked for maximum impact.



**EVERYTHING  
IS OPTIMIZED  
TO BE CLOSER  
TO THE  
TRANSACTION**



## Sell today, build the brand for tomorrow

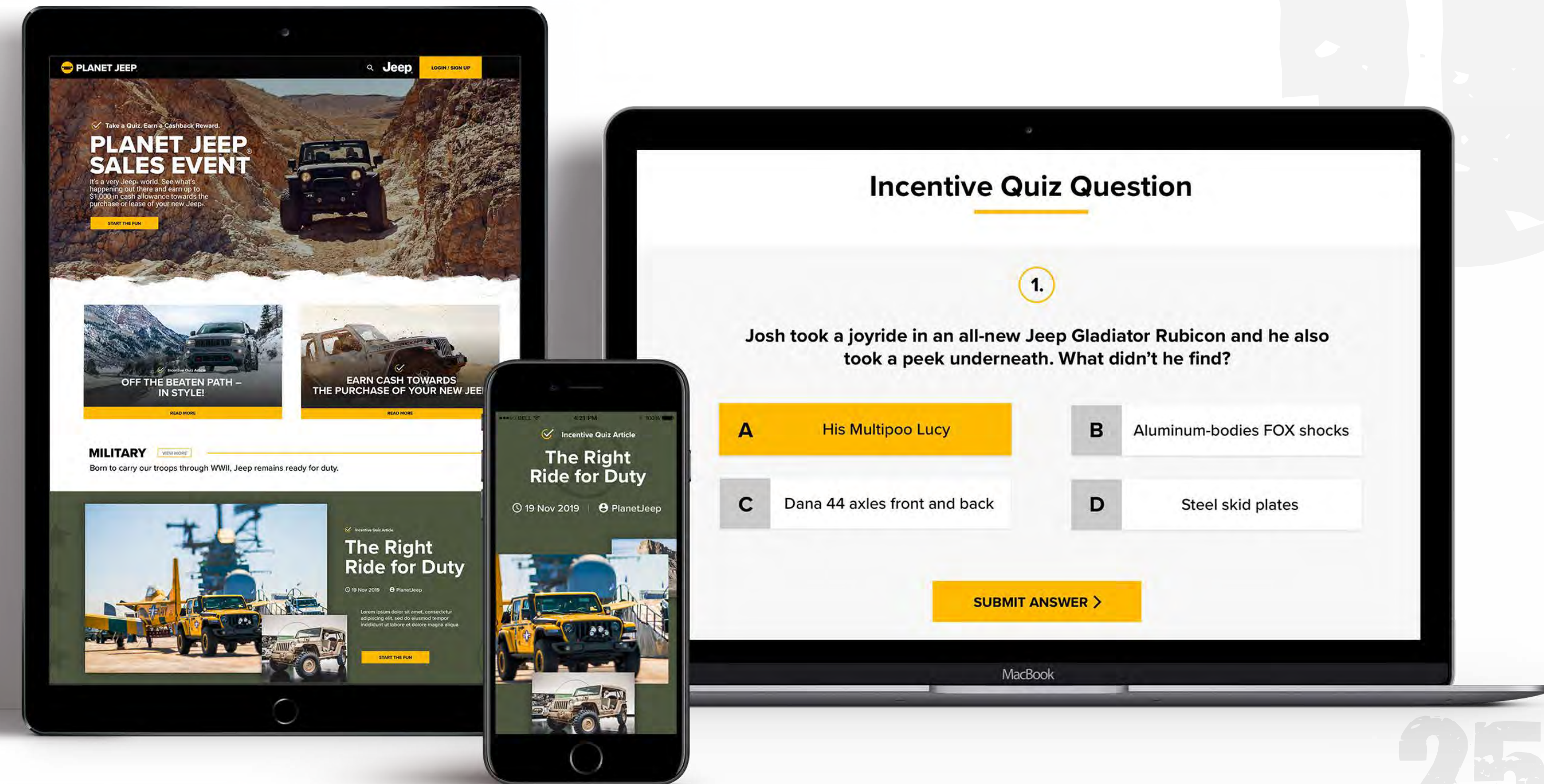
### Planet Jeep® 2020 Incentive Program

Add a layer of buy-now stimulus that rewards increased brand engagement.

- Invite potential Jeep brand shoppers to PlanetJeep.com to seek out specific answers to questions by reviewing specific articles and features.
- Correct answers qualify recipients for an additional \$250 incentive off the purchase or lease of a new Jeep brand model to be used by XXX, 2020.
- Each week for eight weeks, new Planet Jeep Q&A challenges are posted. An individual can receive a maximum of four \$250 incentive awards for an incremental \$1,000 cash back, or use in smaller increments if they so chose.

Planet Jeep 2020 Sales Event rewards brand exploration while stimulating shoppers.

# DRIVE SALES





**BEST** NEWS

**\$497,882 annually PlanetJeep.com**

v.s.

**\$1,282,306 annually JeepWave.com**

- Create + maintain PlanetJeep.com
- Create + cultivate pillar-centric content
- Maintain ongoing active content calendar
- Consult + link all relevant messaging
- Create unique sales + brand-oriented programs

*Thank you*





